



WPTV

ORDER

Print Date 08/31/12

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Flight Dates **09/25/12-10/01/12**

Contract / Revision **309682 /**

Original Date / Revision
08/30/12 08/30/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Product

Priorities USA Action

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003-3021**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1562**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	23	\$25,287.50	\$29,750.00	0.00
October 2012	4	\$4,335.00	\$5,100.00	0.00
Totals	27	\$29,622.50	\$34,850.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	23	\$25,287.50	\$29,750.00
10/01/12	10/01/12	4	\$4,335.00	\$5,100.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/01/12	10/01/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	M-----	1		\$1,200.00		0.00					
N 2	WPTV	10/01/12	10/01/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-----	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	M-----	1		\$450.00		0.00					
N 3	WPTV	10/01/12	10/01/12		CM	11a-12p	M-----	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00



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Contract / Revision **309682** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA ACTION**

Estimate # **1562**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 11-12n M-F 11-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	M-----					1	\$450.00		0.00			
N 4	WPTV	10/01/12	10/01/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	M-----					1	\$3,000.00		0.00			
N 5	WPTV	09/25/12	09/28/12	M-F 1235-135a Fallon	CM	1235-0135a	-1--1--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-1--1--					2	\$300.00		0.00			
N 6	WPTV	09/27/12	09/27/12	M-F 1135p-1235a Tonight Show	CM	1135p-1235a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	---T---					1	\$750.00		0.00			
N 7	WPTV	09/29/12	09/29/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S-					1	\$600.00		0.00			
N 8	WPTV	09/27/12	09/27/12	M-F 7-730p M-F 7-730p	CM	7-730p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	---T---					1	\$1,200.00		0.00			
N 9	WPTV	09/28/12	09/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	----F--					1	\$2,000.00		0.00			
N 10	WPTV	09/26/12	09/26/12	M-F 5-530p M-F 5-530p	CM	5-530p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	--W----					1	\$2,000.00		0.00			
N 11	WPTV	09/25/12	09/25/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-T-----					1	\$450.00		0.00			
N 12	WPTV	09/26/12	09/28/12	M-F 10-11a M-F 10-11a	CM	10-11a	--1-1--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	--1-1--					2	\$750.00		0.00			
N 13	WPTV	09/25/12	09/27/12	M-F 9-10a M-F 9-10a	CM	9-10a	-1-1---	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-1-1---					2	\$950.00		0.00			
N 14	WPTV	09/30/12	09/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S					1	\$750.00		0.00			
N 15	WPTV	09/30/12	09/30/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	-----S					1	\$500.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA ACTION**

Estimate # **1562**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	09/30/12	09/30/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/25/12	10/01/12	-----S	1		\$500.00	0.00							
N 16	WPTV	09/29/12	09/29/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/25/12	10/01/12	-----S-	1		\$1,500.00	0.00							
N 17	WPTV	09/29/12	09/29/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/25/12	10/01/12	-----S-	1		\$500.00	0.00							
N 18	WPTV	09/26/12	09/28/12	M-F 7-9a M-F 7-9a	CM	7-9a	--111--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/25/12	10/01/12	--111--	3		\$3,000.00	0.00							
N 19	WPTV	09/26/12	09/28/12	M-F 6-7a M-F 6-7a	CM	6-7a	--1-1--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/25/12	10/01/12	--1-1--	2		\$2,500.00	0.00							
N 20	WPTV	09/25/12	09/27/12	M-F 5-6a M-F 5-6a	CM	5-6a	-1-1---	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/25/12	10/01/12	-1-1---	2		\$750.00	0.00							
Totals														27	\$34,850.00